

HISTORY OF BIKE WORKS

Bike Works was started in 1996 by a group of local Seattle activists committed to increasing bicycle access for youth and adults regardless of background or socio-economic status and was originally dubbed the "Free Ride Zone". The Southeast Seattle neighborhood of Columbia City was chosen due to its rich ethnic, racial and economic diversity.

Tremendous time and resources by the founding volunteers, including securing a home for Bike Works in the little yellow house on S. Ferdinand Street, which now serves as Bike Works full service bike shop, enabled the organization to implement its first project, the Kid's Bike Swap (known today as Kids Bike-o-Rama). The following year, 22 youth participated in the group's first Earn-a-Bike season. Twenty years later, Bike Works has turned into an important community resource, with a vast array of programming for all ages and backgrounds which serves over 2,000 adults and youth each year.



BIKE WORKS

Bike Works Bike Shop
3709 S. Ferdinand
Seattle, WA 98118
206-695-2522

info@bikeworks.org
bikeworks.org



SHOP & RECYCLE/REUSE STRATEGIC PLANNING GOALS & OBJECTIVES:

Continue to develop the capacity and effectiveness of the Bike Shop.

- Grow the Bike Shop with the intention of remaining a vibrant space for the community and generating at least 40% of organizational revenue annually.
- Use the Bike Shop to tell our story as an organization.
- Maximize the use of the existing Bike Shop space.
- Explore the feasibility of long-term improvements to the shop space.

Ensure everyone who visits the Bike Shop receives the products and services they're looking for.

- Create a comprehensive marketing plan for the Bike Shop.
- Work to understand who our customers are and what their needs are.
- Streamline our service processes to meet or exceed customer expectations and turnaround time.

Increase the number of usable bikes to support our Bike Shop & Programs.

- Develop and market to our network of community partners.
- Strengthen communications about what bikes we need and when we need them.
- Hone our storytelling and messaging about our environmental impact.
- Build the capacity of the Recycle & Reuse Department.

RESOURCES FOR BIKE WORKS STRATEGIC PLANNING GOALS & OBJECTIVES:

Bike Works will acquire the resources needed - including facilities, funding, communications strategies, staff and volunteers - to grow, support and sustain our quality programs and operations.

- Create facilities plan for near term improvements and long term solutions.
- Continue to create a positive and supportive environment for our staff.
- Invest in professional development and staff training opportunities.
- Continue to foster pipeline of qualified board volunteers.
- Develop long-term financial resources.
- Create a comprehensive marketing and communications plan for Bike Works.

BIKE WORKS STRATEGIC PLAN 2017-2020



TWO WHEELS. ENDLESS POSSIBILITIES.



BIKE WORKS

MISSION

Bike Works promotes the bicycle as a vehicle for change to empower youth and build resilient communities.

VISION

Mobilized people. Thriving communities. Healthy planet.



VALUES

Bicycling - We believe that bicycling is an accessible form of transportation that promotes public health, builds confidence, encourages environmental stewardship, and strengthens community.

Youth - We are committed to youth empowerment. We provide opportunities for youth to grow as leaders, give back to the community, work together, and see themselves as owners and creators of our collective future.

Community - We work to build strong, supportive, inclusive communities. We welcome and respect diversity of experience, identity, and opinion, and believe that collaboration is a powerful tool for social change.

Education - We believe that we are all teachers and learners, and we strive to be a place to work, learn, and grow together. Through our work, we foster creativity, critical thinking, curiosity, and cooperation.

Access - We are committed to making cycling accessible, affordable, and welcoming to people of all backgrounds, abilities, and incomes.

Environment - We believe that respecting and connecting to the world around us leads to more livable communities. We practice and encourage waste reduction & reuse, prolonging the life of bikes, promoting cycling, and teaching environmental stewardship.

Social Justice - Inequalities of wealth and opportunity in our community lead to the privilege of some and the marginalization of others. We see bicycles as vehicles of empowerment and our work as contributing to creating a more just and equitable world.

YOUTH PROGRAMS STRATEGIC PLANNING GOALS & OBJECTIVES:

Offer progressive opportunities in order to create a greater impact for youth we work with.

- More partnerships with Seattle schools.
- Expand youth leadership opportunities.
- Expand youth programs to include ages 2-18.
- Increase Job Skills Training and BikeMobile apprenticeship positions and camp leadership opportunities.

Increase bicycling access and encourage a more diverse cycling community.

- Develop a youth-led advocacy and awareness campaign.
- Deepen engagement in SE Seattle by creating a specific outreach plan with diversity goals.
- Increase bike giveaway opportunities for youth from low income households in SE Seattle.
- Create bike riding opportunities specifically for 3rd to 5th graders in SE Seattle schools.



ADULT PROGRAMS STRATEGIC PLANNING GOALS & OBJECTIVES:

We will offer progressive opportunities in order to create a greater impact for the adults we work with.

- Develop programming with multiple types of opportunities for adults.
- Increase BikeMobile offerings with targeted adult partner organizations.
- Offer Job Skills Training/Adult Earn-a-Bike for 18-24 year olds.
- Create specific adult training programs to support the work we do in youth programs.

We will increase bicycling access and encourage a more diverse cycling community in Seattle.

- Develop women-identified specific programming.
- Offer more Bikes-for-All opportunities, and more varied partner sites.
- Create SE Seattle specific outreach campaign.
- Institute a signature social ride to raise awareness about Bike Works and biking in SE Seattle.